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Sustainable development and international economic cooperation: culture and development

Culture and development

Note by the Secretary-General**

The Secretary-General has the honour to transmit to the General Assembly the report by the Director-General of the United Nations Educational, Scientific and Cultural Organization on the implementation of resolution 55/192 of 20 December 2000, entitled "Culture and development".

* A/57/150.
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Report by the Director-General of the United Nations Educational, Scientific and Cultural Organization on the implementation of General Assembly resolution 55/192

Summary

The present report contains sections on the strategy followed by the United Nations Educational, Scientific and Cultural Organization with respect to culture and development and progress achieved in normative action in the service of culture as well as in the implementation of the Universal Declaration on Cultural Diversity. The text of the Declaration is annexed to the report.

The principles concerning the impact of culture on the relevance, success and sustainability of development policies, which the United Nations Educational, Scientific and Cultural Organization (UNESCO) has been dealing with for more than two decades, were affirmed in 1995 by the World Commission on Culture and Development and endorsed in Stockholm, in 1998, by the Intergovernmental Conference on Cultural Policies for Development. The commitment to respect creative diversity as the basis of development remains valid.

Today, however, the new challenges of globalization make it increasingly necessary to come up with a new definition of the relationship between culture, cultural diversity and development. In this new context, the concept of cultural diversity becomes a driving force, since conflicts concerning identity have also assumed a new global dimension. It is therefore important to point out that without lasting peace there can be no development, and that the only way to achieve lasting peace is by having a dialogue on diversity. The adoption, on 2 November 2001, by the General Conference of UNESCO at its thirty-first session, of the Universal Declaration on Cultural Diversity and the main line of an action plan for its implementation are a major contribution to advancing discussion of the new relationship between culture and development.

By making use of the wealth of experience accumulated and building on it through the implementation of the action plan, this Declaration establishes a new platform for international cooperation.

I. Introduction

1. There is no question but that the international community recognizes the impact that cultural factors have on the relevance, success and sustainability of development policies. This is borne out by the fact that the United Nations General Assembly has adopted several resolutions on the subject. It is worth recalling, in this connection, some of the main stages, including the World Conference on Cultural Policies (MONDIALCULT, Mexico City, 1982), the World Decade for Cultural Development (1988-1997), the publication of the report of the World Commission on Culture and Development, entitled, "Our Creative Diversity" (1996), and the Intergovernmental Conference on Cultural Policies for Development (Stockholm, 1998).

II. Strategy

2. The issue of culture and development and the challenges posed by cultural diversity call for the application of comprehensive, interdisciplinary and intersectoral strategies of action and skills. In this spirit, UNESCO's medium-term strategy for 2002-2007 includes two cross-cutting themes designed to play a central role in the Organization's activities: the eradication of poverty, especially extreme poverty; and the contribution of information and communication technologies to the development of education, science and culture and the construction of a knowledge society. The medium-term strategy also builds on the notion that culture can effectively contribute to poverty reduction. In this regard, the Organization's current programme and budget articulate a series of projects to systematize work on cultural indicators for development. One of these projects has been the publication of the *World Culture Report*, which has been highly successful in enhancing cooperation, in particular with the United Nations Development Programme and the Member States, in the area of cultural statistics, notably through the active involvement and support of national statistical institutes. Cooperative efforts in this area have also extended to the *Human Development Report*. The 2000 edition of the *World Culture Report* provided prospective analysis of the impact of globalization on the world's cultures, considering such key issues as conflict resolution, linguistic diversity, cultural flows and markets.

III. Progress with respect to standard-setting

3. In addition, with a view to strengthening national capacities regarding protection of cultural heritage and cultural property by defining regulatory instruments, UNESCO drew up the Convention on the Underwater Cultural Heritage, which was adopted in November 2001, at the thirty-first session of the General Conference. It is also working actively on a preliminary draft convention to safeguard intangible cultural heritage and is engaged in pilot activities to draw up, at the request of its member States, guiding principles for defining crimes against the common heritage of humanity. This latter effort has assumed considerable importance in light of the destruction visited on the heritage in a number of regions of the world. Lastly, the Organization is trying to encourage States to ratify the conventions which seek to counter illicit trafficking in cultural property (Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, UNESCO, 1970; the Convention on Stolen or Illegally Exported Cultural Objects, UNIDROIT, 1995; the Convention and first protocol for the Protection of Cultural Property in the Event of Armed Conflict, 1954, and the second Protocol thereto, 1999; and the Convention concerning the Protection of the World Cultural and Natural Heritage, 1972).

IV. Diversity declaration

4. It should, however, be pointed out that the most important contribution UNESCO has made to advancing discussion of the relationship between culture and development has, without question, been the adoption on 2 November 2001, at the thirty-first session of the UNESCO General Conference, of the Universal Declaration on Cultural Diversity and the main lines of an action plan for its implementation. For the first time, the international community has established an ethical frame of reference which defines cultural diversity as "the common heritage of humanity" and as such, calls for it to be respected and taken into account. This report highlights what member States expect of this regulatory text and the new

requests for technical assistance to which the latter has given rise. It also presents some significant projects that are being executed with a view to implementing the action plan.

5. The ministers of culture have played a key role in defining the priorities of the Declaration. At the first round table meeting on the theme "culture and creativity in a globalized world" (UNESCO, Paris, 2 November 1999), they affirmed their determination to uphold and promote cultural diversity in a globalizing world. At the second round table meeting (UNESCO, Paris, 11-12 December 2000) on the theme "2000-2010 cultural diversity: Challenges of the marketplace", emphasis was placed on the need for greater cooperation between countries of the north and developing countries so that the latter might revitalize their cultural industries, establish viable local markets and gain access to international distribution channels. It should be noted that the text of the Declaration was drafted in close cooperation with the Council of Europe, the Commission of the European Union, the World Trade Organization, the Organisation for Economic Cooperation and Development, the International Organization of la Francophonie and the International Network on Cultural Policy.

6. The Universal Declaration on Cultural Diversity came about because member States of UNESCO wanted to define, within the context of a globalizing world, a regulatory instrument that could be used when drafting national cultural policies, inter alia, to make sure that such policies were consistent with the rules of international law. The Declaration is based on a number of principles: inclusiveness, that is to say, respect for all cultural identities and participation of all in democratic States, and empowerment, that is to say, emergence of a climate conducive to the development of each individual's creative capacities. In order to meet these two requirements, it was necessary to start from a few basic principles which represent fixed points of reference and give meaning to any action designed to promote cultural diversity: the need to respect and to ensure respect for human rights and democracy; the principle of free circulation of ideas and of pluralism of the media; and the link between cultural diversity and development. The debate on the Declaration emphasized the importance of interaction between cultural diversity and human rights, in particular cultural rights, and the need to highlight the links between cultural diversity and sustainable development. Questions of identity, linguistic pluralism and creativity were raised as integral parts of this discussion.

V. Dialogue among civilizations

7. The Declaration was seen as necessary, following the events of 11 September 2001, in order to avert a dangerous interpretation of the conflicts as arising out of a "clash of civilizations". Post-September-2001 trauma and the effects of globalization have highlighted the need to give greater weight and visibility to the theme of dialogue among civilizations, cultures and religions.

8. The protection of cultural diversity is closely linked to the larger framework of the dialogue among civilizations and cultures and its ability to achieve genuine mutual understanding, solidarity and cooperation. Such dialogue is designed to give a new and contemporary meaning to the notion of cultural heritage. Indeed, it may lay the foundation for a better understanding of the dynamic impact of the convergence and cross-fertilization of civilizations and cultures that has occurred throughout history until today. It encompasses values, beliefs, and philosophical and political concepts, as well as cultural and scientific accomplishments of different regions and peoples.

9. The major meetings and summits held within the context of the United Nations International Year of Dialogue among Civilizations (inter alia in New York, Vilnius, Islamabad, Tokyo and Kyoto, Tunis, Cairo and Caracas) have demonstrated the necessity for a joint and several commitment which will unite the whole of civil society, represented by the different non-governmental organizations or associations, and which will target women and young people and those regions, such as Asia or the Indian subcontinent, which have not managed to organize their own events, to highlight the interactions between cultures and spiritual traditions, the constituent elements of their civilizations.

VI. Follow-up to the Declaration in UNESCO activities

10. Since the Declaration was adopted, many States members of UNESCO have sought to draw up, with the assistance of UNESCO, national cultural policies that

could contribute to development by safeguarding and enhancing their cultural diversity. UNESCO has continued its efforts to identify measures that reconcile tourism development with preservation of cultural heritage in all its diversity. With this in mind, an international seminar was held on strategy to develop tourism at the Angkor Wat site (Cambodia, 2-3 January 2001); it resulted in the preparation of a master plan for cultural tourism. UNESCO also organized an international seminar on the theme "Cultural tourism: prospects for sustainable development and management of the World Heritage Sites", which was held in Damascus, from 9 to 11 September 2001. In the context of the cross-cutting theme concerning the elimination of poverty, the following projects relating to cultural tourism are currently being implemented: Development of cultural ecotourism in the mountain regions of certain developing countries; Strategy for the sustainable development of tourism in the Sahara; Sustainable management of World Heritage sites with a view to reducing poverty; Youth training and poverty reduction in the context of sustainable development of local tourism.

11. In addition, this year the World Heritage Centre has initiated an active tourism programme that considers the fundamental questions of cultural preservation and environmental protection, particularly in local communities. The Centre is now engaged in a project entitled, "Linking conservation on biodiversity and sustainable tourism at World Heritage sites". This project, financed by the United Nations Foundation, is a collaborative effort by the UNESCO World Heritage Centre (WHC), the United Nations Environment Programme (UNEP), and the RARE Center for Tropical Conservation. The six World Heritage sites are El Vizcaino (Mexico), Komodo (Indonesia), Rio Platano (Honduras), Sian Ka'an (Mexico), Tikal (Guatemala) and Ujung Kulon (Indonesia). The project focuses to a great extent on "on-the-ground" activities designed to involve the full range of stakeholders, including local communities, site managers, key government and non-governmental stakeholders and the tourism industry. The project aims to develop a replicable approach for World Heritage sites, preserving biodiversity and culture and using sustainable tourism to enhance the lives of the people living close to the sites. The lessons learned from this project, including its design considerations, will be made available to interested parties.

12. The World Heritage Centre also participated in the International Year of Ecotourism, including the pre-conference events and the World Ecotourism Summit in Quebec, Canada, from 19 May to 22 May 2002. At those events WHC representatives emphasized the importance of local communities in World Heritage site protection efforts. WHC is also working with the UNEP Tour Operator's Initiative for Sustainable Tourism Development, which encourages tour operators to incorporate sustainable environmental and cultural policies in their business practices. In general, the Centre is attempting to encourage tourism management at the site level through initiatives that change practices, with a view to increasing the sustainability of benefits. This means engaging site managers in such activities as public use planning based on the criteria used to designate World Heritage sites and encouraging them to coordinate tourism development by involving and partnering with the industry personnel concerned. For World Heritage, tourism is, or is becoming, an increasingly important management issue. Engaging the industry and its stakeholders and taking action at the different levels of the sustainable development process are the preferred strategies for managing tourism as a sustainable process to generate net local benefits.

VII. Goods and services/cultural industries

13. The protection of diversity also requires particular attention to the special status of cultural goods and services. Cultural enterprises and creative industries are privileged channels for creativity; they are a source of the social and economic dynamism that enriches human life. In addition, they are increasingly important sources of employment and wealth creation.

14. According to article 8 of the Declaration, cultural goods and services should not be treated as mere commodities or consumer goods and cultural policies should be designed to create conditions conducive to the production and dissemination of diversified cultural goods and services. The project Global Alliance for cultural diversity is based on this basic principle for it seeks to encourage the creation of cultural industries (such as books, publications, films, recorded music, crafts) at the local level and to encourage their participation, as full actors, in world markets. This initiative seeks to forge new partnerships between the

public sector, the private sector and civil society in order, inter alia, to help prevent piracy, which is recognized as a major obstacle to the sustainable development of these industries. If pursued together with other international organizations, particularly those of the United Nations system, it should give rise to a significant number of specific projects and renew traditional forms of international cooperation in this area.

VIII. Indigenous populations

15. Within the framework of the International Decade of the World's Indigenous People and in line with the Plan of Action of the Universal Declaration on Cultural Diversity, the Organization considers it a matter of priority to encourage efforts to stabilize and revitalize the cultural identity of displaced, fragmented and stigmatized indigenous communities. It emphasizes in particular the importance of local and indigenous knowledge and its transmission to future generations. It also strives to sustain indigenous realities by reinforcing existing links and synergies between its various fields of competence, and seeks to encourage the adoption of national cultural policies that fully respect the cultural resources of indigenous people and acknowledge their cultural rights. To this end, UNESCO regards the mapping of indigenous communities' cultural resources as a crucial step towards achieving these aims. As such, it supports operational projects at work in the field in Africa, Asia and the Pacific, Latin America and North America. Auditing an indigenous community's cultural resources hinges on the full and willing participation of the communities concerned, especially the elders who have been keeping alive their people's knowledge and values.

IX. Conclusions and recommendations

16. The General Assembly might wish to endorse the UNESCO Universal Declaration on Cultural Diversity, which the UNESCO General Conference adopted on 2 November 2001 at its thirty-first session, and, in light of the conclusions of the World Summit on Sustainable Development (Johannesburg, 26 August-4 September 2002), to recommend that all Member States:

(a) Recognize cultural diversity as "the common heritage of humanity", which is "as necessary for humankind as biodiversity is for nature" (article 1 of the Declaration);

(b) Develop with due regard to the international obligations of each State cultural policies conducive to the promotion of the principles set forth in the Declaration and appended main lines of an action plan, inter alia, through operational support and/or appropriate regulations and, accordingly, take steps to:

- Give more weight to meetings and dialogue among civilizations, cultures and religions with a view to enhancing consideration of cultural rights in respect for human rights;
- Raise public awareness of the abundance of cultural diversity and, more particularly, encourage, through education and the media, awareness of the positive value of cultural diversity, inter alia, as regards languages, and enhance to that end, programme formulation and the training of teachers and communications professionals;
- ...
- Strengthen international cooperation and solidarity with a view to enabling all countries, particularly developing countries, to (i) gain access to new technologies; (ii) help them master information technologies with a view to encouraging the production, safeguarding and dissemination of diversified content; (iii) establish cultural industries that are viable and competitive at national and international level, in the face of current imbalance in the flow and exchange of cultural goods at the global level;
- Promote policies pertaining to tangible and intangible cultural heritage, particularly taking into account resolution 56/8, adopted by the General Assembly on 21 November 2001, whereby 2002 was proclaimed United Nations Year for Cultural Heritage;
- Proclaim 21 May as World Day for Cultural Diversity for Dialogue and Development, echoing the World Day for Cultural Development during the World Decade for Cultural Development (1988-1997).

Appendix

UNESCO Universal Declaration on Cultural Diversity

Adopted by the UNESCO General Conference at its thirty-first session, in Paris, on 2 November 2001

The General Conference,

Committed to the full implementation of the human rights and fundamental freedoms proclaimed in the Universal Declaration of Human Rights and other universally recognized legal instruments, such as the two International Covenants of 1966 relating respectively to civil and political rights and to economic, social and cultural rights,

Recalling that the Preamble to the Constitution of UNESCO affirms "that the wide diffusion of culture, and the education of humanity for justice and liberty and peace are indispensable to the dignity of man and constitute a sacred duty which all the nations must fulfil in a spirit of mutual assistance and concern",

Further recalling Article I of the Constitution, which assigns to UNESCO among other purposes that of recommending "such international agreements as may be necessary to promote the free flow of ideas by word and image",

Referring to the provisions relating to cultural diversity and the exercise of cultural rights in the international instruments enacted by UNESCO,[1]

Reaffirming that culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs,[2]

Noting that culture is at the heart of contemporary debates about identity, social cohesion, and the development of a knowledge-based economy,

Affirming that respect for the diversity of cultures, tolerance, dialogue and cooperation, in a climate of mutual trust and understanding are among the best guarantees of international peace and security,

Aspiring to greater solidarity on the basis of recognition of cultural diversity, of awareness of the unity of humankind, and of the development of intercultural exchanges,

Considering that the process of globalization, facilitated by the rapid development of new information and communication technologies, though representing a challenge for cultural diversity, creates the conditions for renewed dialogue among cultures and civilizations,

Aware of the specific mandate which has been entrusted to UNESCO, within the United Nations system, to ensure the preservation and promotion of the fruitful diversity of cultures,

Proclaims the following principles and adopts the present Declaration:

Identity, diversity and pluralism

Article 1
Cultural diversity: the common heritage of humanity

Culture takes diverse forms across time and space. This diversity is embodied in the uniqueness and

[1] Among which, in particular, the Florence Agreement of 1950 and its Nairobi Protocol of 1976, the Universal Copyright Convention of 1952, the Declaration of Principles on International Cultural Cooperation of 1966, the Convention on Measures to Forbid and Prevent Illicit Import, Export and Transfer of Cultural Goods of 1970, the Convention for the Protection of World Cultural and Natural Heritage of 1972, the UNESCO Declaration on Race and Racial Prejudice of 1978, the Recommendation on the Condition of Artists of 1980, and the Recommendation on Safeguarding Traditional and Popular Culture of 1989.

[2] This definition is in line with the conclusions of the World Conference on Cultural Policies (MONDIACULT, Mexico City, 1982), of the World Commission on Culture and Development (*Our Creative Diversity*, 1995), and of the Intergovernmental Conference on Cultural Policies for Development (Stockholm, 1998).

plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations.

Article 2
From cultural diversity to cultural pluralism

In our increasingly diverse societies, it is essential to ensure harmonious interaction among people and groups with plural, varied and dynamic cultural identities as well as their willingness to live together. Policies for the inclusion and participation of all citizens are guarantees of social cohesion, the vitality of civil society and peace. Thus defined, cultural pluralism gives policy expression to the reality of cultural diversity. Indissociable from a democratic framework, cultural pluralism is conducive to cultural exchange and to the flourishing of creative capacities that sustain public life.

Article 3
Cultural diversity as a factor in development

Cultural diversity widens the range of options open to everyone; it is one of the roots of development, understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence.

Cultural diversity and human rights

Article 4
Human rights as guarantees of cultural diversity

The defence of cultural diversity is an ethical imperative, inseparable from respect for human dignity. It implies a commitment to human rights and fundamental freedoms, in particular the rights of persons belonging to minorities and those of indigenous peoples. No one may invoke cultural diversity to infringe upon human rights guaranteed by international law, nor to limit their scope.

Article 5
Cultural rights as an enabling environment for cultural diversity

Cultural rights are an integral part of hu rights, which are universal, indivisible interdependent. The flourishing of creative diver requires the full implementation of cultural right defined in Article 27 of the Universal Declaratio Human Rights and in Articles 13 and 15 of International Covenant on Economic, Social Cultural Rights. All persons should therefore be abl express themselves and to create and disseminate work in the language of their choice, and particular their mother tongue; all persons should be entitle quality education and training that fully respect cultural identity; and all persons should be abl participate in the cultural life of their choice conduct their own cultural practices, subject to res for human rights and fundamental freedoms.

Article 6
Towards access for all to cultural diversity

While ensuring the free flow of ideas by w and image, care should be exercised that all cult can express themselves and make themselves kno Freedom of expression, media plural multilingualism, equal access to art and to scien and technological knowledge, including in digital f and the possibility for all cultures to have access to means of expression and dissemination are guarantees of cultural diversity.

Cultural diversity and creativity

Article 7
Cultural heritage as the wellspring of creativit

Creation draws on the roots of cultural tradi but flourishes in contact with other cultures. For reason, heritage in all its forms must be preser enhanced and handed on to future generations record of human experience and aspirations, so a foster creativity in all its diversity and to ins genuine dialogue among cultures.

Article 8
Cultural goods and services: commodities of a unique kind

In the face of present-day economic and technological change, opening up vast prospects for creation and innovation, particular attention must be paid to the diversity of the supply of creative work, to due recognition of the rights of authors and artists and to the specificity of cultural goods and services which, as vectors of identity, values and meaning, must not be treated as mere commodities or consumer goods.

Article 9
Cultural policies as catalysts of creativity

While ensuring the free circulation of ideas and works, cultural policies must create conditions conducive to the production and dissemination of diversified cultural goods and services through cultural industries that have the means to assert themselves at the local and global level. It is for each State, with due regard to its international obligations, to define its cultural policy and to implement it through the means it considers fit, whether by operational support or appropriate regulations.

Cultural diversity and international solidarity

Article 10
Strengthening capacities for creation and dissemination worldwide

In the face of current imbalances in flows and exchanges of cultural goods and services at the global level, it is necessary to reinforce international cooperation and solidarity aimed at enabling all countries, especially developing countries and countries in transition, to establish cultural industries that are viable and competitive at national and international level.

Article 11
Building partnerships between the public sector, the private sector and civil society

Market forces alone cannot guarantee the preservation and promotion of cultural diversity, which is the key to sustainable human development. From this perspective, the pre-eminence of public policy, in partnership with the private sector and civil society, must be reaffirmed.

Article 12
The role of UNESCO

UNESCO, by virtue of its mandate and functions, has the responsibility to:

(a) Promote the incorporation of the principles set out in the present Declaration into the development strategies drawn up within the various intergovernmental bodies;

(b) Serve as a reference point and a forum where States, international governmental and non-governmental organizations, civil society and the private sector may join together in elaborating concepts, objectives and policies in favour of cultural diversity;

(c) Pursue its activities in standard-setting, awareness-raising and capacity-building in the areas related to the present Declaration within its fields of competence;

(d) Facilitate the implementation of the Action Plan, the main lines of which are appended to the present Declaration.

Main lines of an action plan for the implementation of the UNESCO Declaration on Cultural Diversity

The Member States commit themselves to taking appropriate steps to disseminate widely the "UNESCO Declaration on Cultural Diversity", in particular by cooperating with a view to achieving the following objectives:

1. Deepening the international debate on questions relating to cultural diversity, particularly in respect of its links with development and its impact on policy making, at both national and international level; taking forward notably consideration of the opportunity of an international legal instrument on cultural diversity.

2. Advancing in the definition of principles, standards and practices, on both the national and the international levels, as well as of awareness-raising modalities and patterns of cooperation, that are most conducive to the safeguarding and promotion of cultural diversity.

3. Fostering the exchange of knowledge and best practices in regard to cultural pluralism with a view to facilitating, in diversified societies, the inclusion and participation of persons and groups from varied cultural backgrounds.

4. Making further headway in understanding and clarifying the content of cultural rights as an integral part of human rights.

5. Safeguarding the linguistic heritage of humanity and giving support to expression, creation and dissemination in the greatest possible number of languages.

6. Encouraging linguistic diversity — while respecting the mother tongue — at all levels of education, wherever possible, and fostering the learning of several languages from the youngest age.

7. Promoting through education an awareness of the positive value of cultural diversity and improving to this end both curriculum design and teacher education.

8. Incorporating, where appropriate, traditional pedagogies into the education process with a view to preserving and making full use of culturally appropriate methods of communication and transmission of knowledge.

9. Encouraging "digital literacy" and ensuring greater mastery of the new information and communication technologies, which should be seen both as educational discipline and as pedagogical tools capable of enhancing the effectiveness of educational services.

10. Promoting linguistic diversity in cyberspace and encouraging universal access through the global network to all information in the public domain.

11. Countering the digital divide, in close cooperation in relevant United Nations system organizations, by fostering access by the developing countries to the new technologies, by helping them to master information technologies and by facilitating the digital dissemination of endogenous cultural products and access by those countries to the educational, cultural and scientific digital resources available worldwide.

12. Encouraging the production, safeguarding and dissemination of diversified contents in the media and global information networks and, to that end, promoting the role of public radio and television services in the development of audio-visual productions of good quality, in particular by fostering the establishment of cooperative mechanisms to facilitate their distribution.

13. Formulating policies and strategies for the preservation and enhancement of the cultural and natural heritage, notably the oral and intangible cultural heritage, and combating illicit traffic in cultural goods and services.

14. Respecting and protecting traditional knowledge, in particular that of indigenous peoples; recognizing the contribution of traditional knowledge, particularly with regard to environmental protection and the management of natural resources, and fostering synergies between modern science and local knowledge.

15. Fostering the mobility of creators, artists, researchers, scientists and intellectuals and the development of international research programmes and partnerships, while striving to preserve and enhance the creative capacity of developing countries and countries in transition.

16. Ensuring protection of copyright and related rights in the interest of the development of contemporary creativity and fair remuneration for creative work, while at the same time upholding a public right of access to culture, in accordance with Article 27 of the Universal Declaration of Human Rights.

17. Assisting in the emergence or consolidation of cultural industries in the developing countries and countries in transition and, to this end, cooperating in the development of the necessary infrastructures and skills, fostering the emergence of viable local markets, and facilitating access for the cultural products of those countries to the global market and international distribution networks.

18. Developing cultural policies, including operational support arrangements and/or appropriate regulatory frameworks, designed to promote the principles enshrined in this Declaration, in accordance with the international obligations incumbent upon each State.

19. Involving civil society closely in framing of public policies aimed at safeguarding and promoting cultural diversity.

20. Recognizing and encouraging the contribution that the private sector can make to enhancing cultural diversity and facilitating to that end the establishment of forums for dialogue between the public sector and the private sector.

The Member States recommend that the Director-General take the objectives set forth in this Action Plan into account in the implementation of UNESCO's programmes and communicate the latter to institutions of the United Nations system and to other intergovernmental and non-governmental organizations concerned with a view to enhancing the synergy of actions in favour of cultural diversity.